WHAT IS CLAIMED IS:

1. A method for managing an imaginary store on a network, comprising:

a first step of displaying the imaginary store in response to client's request,

a second step of setting a chat channel between a salesperson and the client in response to selection of a product object by the client in said imaginary store, and displaying character data in a chat that they have, and

a third step of selecting an attribute object of a corresponding product on the basis of a key word in said chat and reflecting the attribute object on an image of said product object.

2. The method according to claim 1, wherein in said second step, when the client selects the salesperson in the imaginary store, the chat channel between the selected salesperson and the client is set, and when the client selects the product, the chat channel between a salesperson in charge and the client is set.

3. The method according to claim 1, wherein said third step is a step of displaying plural attributes that can be selected from said product attribute object and reflecting an attribute selected from said plural attributes on an image of said product object.

4. The method according to claim 2, wherein said third step is a step of displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected from

5   said product attribute object and reflecting a specific attribute selected from said plural attributes on an image of said product object.

5. The method according to claim 1, which further comprises a fourth step of recording a log

10   of the chat between said client and the salesperson and then analyzing the recorded chat log to perform marketing.

6. The method according to claim 5, wherein said fourth step is a step of extracting a key word

15   from the recorded chat log and dispatching an advertisement corresponding to the extracted key word to a client.

7. The method according to claim 5, wherein in said fourth step, the key word is searched from

20   the content of the client's chat and an advertisement list wherein product data corresponding to the key word and client data are combined is prepared.

8. The method according to claim 1, which

25   further comprises a fifth step of supplying a chat channel between clients using the imaginary store, recording a log of chats, and then analyzing the

recorded chat log to perform marketing.

9. The method according to claim 8, wherein in said fifth step data resulting in purchase of the product is cut out from the chat log between

5   the clients and is collected as data on expansion of selling of the product.

10. The method according to claim 9, wherein in the case that said data resulting in the purchase of the product is cut out in the step 5, a reward

10   or a privilege is supplied to the client supplying the cut-out data.

11. A method for using an imaginary store on a network, comprising:

a first step of displaying the imaginary

15   store,

a second step of displaying character data in a chat with a salesperson in a chat channel supplied in response to selection of a product object in said imaginary store, and

20   a third step of selecting an attribute object of a corresponding product on the basis of designation of a key word in said chat and reflecting the attribute object on an image of said product object.

25   12. The method according to claim 11, wherein in said second step, when the salesperson in the imaginary store is selected, a chat with the

selected salesperson is made, and when the product is selected, a chat with a salesperson in charge is made.

13. The method according to claim 11, wherein said third step is a step of displaying plural attributes that can be selected from said product attribute object and reflecting an attribute selected from said plural attributes on an image of said product object.

14. The method according to claim 11, wherein said third step is a step of displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected from said product attribute object and reflecting a specific attribute selected from said plural attributes on an image of said product object.

15. The method according to claim 11, which further comprises a fourth step of receiving an advertisement corresponding to a key word extracted from a log of the chat recorded in said imaginary store.

16. The method according to claim 11, which further comprises a fifth step of using a chat channel supplied by the imaginary store to have a chat with another client.

17. The method according to claim 16, wherein in said fifth step, received is a reward or a

privilege supplied in the case that data resulting in purchase of the product from the chat log between the clients recorded in the imaginary store is cut out.

5 18. A computer-readable recording medium, wherein a program for managing an imaginary store on a network, which is carried out in a computer constituting a server, is stored,

  wherein said managing program

10 a first step of displaying the imaginary store in response to client's request,

  a second step of setting a chat channel between a salesperson and the client in response to selection of a product object by the client in

15 said imaginary store, and displaying character data in a chat that they have, and

  a third step of selecting an attribute object of a corresponding product on the basis of a key word in said chat and reflecting the attribute

20 object on an image of said product object.

  19. The recording medium according to claim 18, which further comprises a fourth step of recording a log of the chat between said client and the salesperson and then analyzing the

25 recorded chat log to perform marketing.

  20. The recording medium according to claim 18, which further comprises a fifth step of

supplying a chat channel between clients using the imaginary store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.

5